

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 12479 291145Z

15

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 291040Z DEC 75
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 4911
INFO USDOC WASHDC

UNCLAS TEHRAN 12479

USDOC FOR CAGNE

E.O.11652: N/A
TAGS: BEXP, IR
SUBJ: PMMI IOGA TRADE MISSION

REF: STATE 9454

1. EMBASSY CONFIRMS OCTOBER 3-7 DATES FOR TM. ADVANCE
MAN BASILIO LIACURIS SHOULD BZHEDULE HIS ARRIVAL TO ARRANGE
TM DETAILS FOR FIRST WEEK IN SEPTEMBER (AUGUST 29-SEPTEMBER
2) RATHER THAN WEEK PRIOR TO TM PROPOSED REFTEL. HELPFUL
BUT NOT NECESSARY IF LIACURIS ARRIVES ONE TO TWO DAYS
BEFORE TM.

2. EMBASSY RECOMMENDS BROCHURES PRINTED IN U.S. AND AIR
POUCHED ALONG WITH CATALOGS AND INFO SHEETS BY SEPTEMBER 1
FOR DISTRIBUTION TO CONTACT LIST. PREVIOUS EXPERIENCE
SHOWS THIS METHOD MORE SATISFACTORY THAN LOCAL PRINTING.
SERVICES EMBASSY AND USIS CAN PROVIDE FOR BROCHURE PRINTING
RATHER LIMITED. USIS HAS AGREED TO PROVIDE PRESS TIME,
DEPENDING UPON THEIR SCHEDULE, BUT NORMALLY WILL NOT
TRANSLATE COPY, DESIGN FORMAT OR SET TYPE. TM MUST
PROVIDE "CAMERA-READY" COPY FOR USIS. SUCH COPY MUST
BE OBTAINED FROM LOCAL COMPANIES. TIME REQUIRED TO GET
THIS COPY 5 DAYS MINIMUM. SEPARATE COMPANIES PROVIDE
FARSI AND ENGLISH COPY. BROCHURE COSTS INCLUDE PAPER
AND OVERTIME FOR USIS PLUS COST OF TYPESETTING AND
TRANSLATION. TOTAL COST WITHOUT EXTENSIVE TRANSLATION
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ESTIMATED TO BE \$200 FOR 500 COPIES OF 12 PAGE BROCHURE.

EMBASSY CAN PROVIDE ONLY MINIMAL TRANSLATION, INCLUDING NAME AND ADDRESS OF FIRM, ITS PRODUCT AND TM REPRESENTATIVE. SEE CHEMICAL "PETROCHEMICAL BROCHURE SENT TO DON RYAN OR HERBERT CUMMINGS IN CAGNE PRINTED HERE FOR \$200. LOCAL TRANSLATION SERVICES ARE EXPENSIVE, DO NOT TRANSLATE TECHNICAL MATERIAL WITHOUT PRIOR APPROVAL, AND TAKE 5-10 DAYS FOR TRANSLATION ENTIRE BROCHURE TEXT. ESTIMATED COST FULL TEXT TRANSLATION ADDITIONAL \$125-200. TIME FRAME FOR PRINTING BROCHURE LOCALLY AT LEAST 8-9 WEEKS. EMBASSY WOULD NEED TEXT TO BE TRANSLATED AND MADE CAMERA-READY (2-3 WEEKS). USIS NEEDS 3-4 WEEKS TO GUARANTEE THAT BROCHURE WOULD BE PRINTED ON SCHEDULE. TO MAXIMIZE ITS USEFULNESS, BROCHURE SHOULD BE DELIVERED 3-4 WEEKS BEFORE TM ARRIVAL. FYI, ONE LOCAL FIRM, CORPORATE AND EXECUTIVE SERVICES, DIVISION PAUL WALTER CORP., 311 IRAN NOVIN, 6TH FLOOR, TEHRAN, TELEPHONE: 651970 OR 651930 WILL PROVIDE TRANSLATION (COST 6 RIALS/WORD EQUALS 12 CENTS PER WORD) AND ERROR-FREE TYPED COPY IN FARSI AND ENGLISH IN 5 TO 7 DAYSS KCOST 250-350 RIALS/PAGE EQUALS \$3.50-\$5.00 PER TYPED PAGE). THIS COST HAS NOTUOEEN FIGURED INTO QUOTED PRINTING COSTS. THIS FIRM ALSO MAKES BUSINESS APPOINTMENTS AND PROVIDES SECRETARIAL SERVICES; AND TELEX, XEROX, MESSAGES AND TELEPHONE SERVICE. FYI, EMBASSY AWARE THAT AMERICAN FIRMS HAVE USED AT LEAST TWO U.S. TRANSLATING SERVICES.

- 1) TECH-TRAN, ATTN: WILLIAM M. WALDMAN, 6277 VARID AVENUE, SUITE 400, BEVERLY HILLS, CALIFORNIA 91364 AND
- 2) ALL-LANGUAGE SERVICES, INC., 545 FIFTH AVENUE, NEW YORK, NEW YORK 10017.

3. ACTION REQUESTED: 1) CONFIRMATION OF EARLY SEPTEMBER ARRIVAL DATE FOR LIACURIS. 2) TM DECISION RE PRINTING BROCHURES.

HELMS

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Message Attributes

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Margaret P. Grafeld
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